

HINTS PROPOSAL

Proposed Title: 5 a day behavior and knowledge of recommendations in relation to cancer risk and health communication

Co-Authors:

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(Authorship order to be determined based on level of contribution)

Research question:

1. Do subjects know the current recommendation (5-9) for daily fruit and vegetable consumption?
2. Do those subjects that know the current recommendations for daily fruit and vegetable consumption follow those recommendations?
3. What are the main differences for those subjects who do/do not know or meet the current recommendations with regard to their perceptions on the main changes that should be made to decrease their chances of getting cancer?
4. What are the main differences for those subjects who do/do not know or meet the current recommendations with regard to their main attitudes about desire to/barriers to change their health behaviors?
5. What are the main differences for those subjects who do/do not know or meet the current recommendations with regard to their main modes of health communication?

Study description/rationale:

Data from the Continuing Survey of Food Intakes by Individuals (CSFII), has shown that Americans intake of fruit and vegetables has only slightly increased since 1991 (4.5 servings in 1989-1991 and 4.9 servings in 1994-1996) with nearly a third of all vegetables consumed being potatoes (Krebs-Smith, 2001). However, although there has been a slight increase in the average number of servings of fruit and vegetables consumed, most Americans still do not eat the recommended amount of 5 to 9 servings per day. In addition, national surveys have not collected information as to whether people actually know the recommendations for daily fruit and vegetable consumption.

The purposes of the present study will be to (1) Describe subgroups (by demographics such as gender, race/ethnicity, BMI) of those who know and those that meet the current recommendations for daily fruit and vegetable consumption; (2) Examine attitudes of subjects meeting/not meeting and knowing/not knowing the recommendations towards chances of getting

cancer; (3) Examine main modes of health communication (specifically media exposure and information seeking) of subjects meeting/not meeting and knowing/not knowing the recommendations.

Variable List:

FV 1-4 (Fruits and Vegetables)
 HE-12 (SPAge)
 HE-14 (Gender)
 HW 1 and 2 (Overweight/obesity HW)
 DM 1-7 (Demographics)
 CK-4 (ReduceCancer)
 CK-5 (Eat Reduce Cancer)
 CK-10 (Change Behavior)
 CK-11 (Change Diet)
 CK-13b, g, h
 HC-5-8 (Media Exposure)
 HC-9-14 (Information Seeking)

Method of Analysis:

We will use a variety of statistical measures including general descriptive, cross-tabs, t-tests, non-parametric analyses, and correlational analyses. The principal independent variables will be fruit and vegetable consumption and knowledge of recommendations. The correlates will include: demographics, attitudes towards getting cancer, and main modes of health communication (e.g., media exposure and information seeking).

References:

Krebs-Smith, S. M. and Kantor, L. S. Choose a variety of fruits and vegetables daily: Understanding the complexities. *Journal of Nutrition* 2001;131:487S-501S.
